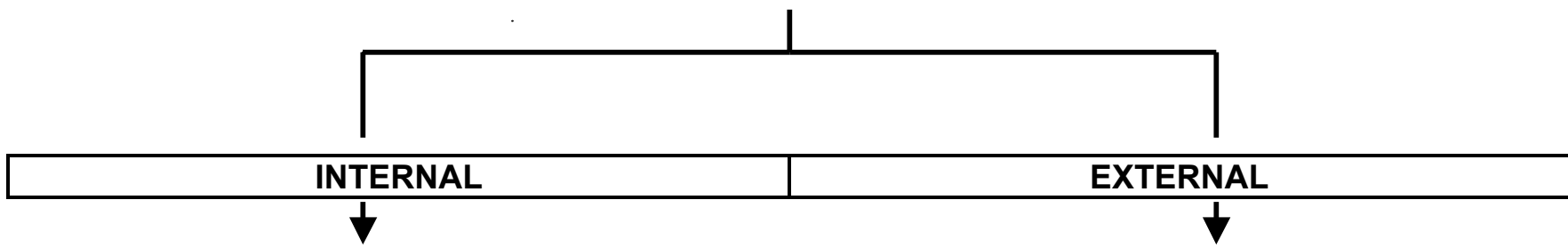


# Podiatry Practice Example Number 1 Marketing Org. Board



- Daily:**
- Daily upkeep of marketing status report
  - New patients letters (new patients that visited practice) – send a thank you via email or snail mail (?)
  - Thank you for referral letters and gifts – patient reward program for referrals (discount next time they come in)
  - New patient packet – include magnet w/contact info
  - Daily tips on Twitter & Facebook
  - Check website email for requested appointments
  - Reactivation letters – Company by Marketing Database
    - E-newsletters
    - Tip of the month
    - Patient appreciation month
    - Non-profit or vendor/partner of the month on website

- News paper ads – ¼ page
- Yellow Pages -make sure are 4 locations are listed correctly
- Local shoppers guide – research guides in all 4 areas
- Internet – submit your article .com
  - Pay-Per-Click ads
  - Yelp/Superpages/Review sites
  - Banner ads on partner sites/shoe sites, etc
  - Sponsorships for events
- Videos – internet
- Health fairs
- Lunch and learns
- Press releases – on website
- Product announcements – through PR
- Marketing the book – “Got Feet” -through PR and articles
- Marketing to local businesses
- Screenings at running shops etc.
- Blogging
- Submit Articles

**Weekly:**

- New patient contact info entered into Marketing Database
- Learning Podiatry topics/terms
- Setting up social media outlets
- Follow-ups with new contacts
- Looking for partnerships/associations/sponsorships

**Monthly:**

- Review of Marketing Database – make sure all patients and prospects have been contacted
- Diabetics who purchase shoes – get birthday cards
- Diabetics shoe wearers get a reminder to change insoles every three months
- Patient news letters –end of the month
- Monthly website review
- Patient and partner/vendor appreciation month
- All patients – get follow-up email or snail mail appointment reminders

**Bi-Monthly:**

- Mail medical doctors/partners/vendors/associations a newsletter.

**Quarterly:**

- Quarterly seasonal cards to patients – MCAQ

**Seasonal:**

- Decorating for the holidays
- Candy buy back (Halloween)
- Toys for tots
- Food drive
- Shoes for the homeless

**PROJECT IN PROGRESS**